DOCUMENT RESUME

ED 413 449 CE 075 048

AUTHOR	Bollier, David
TITLE	Aiming Higher. 25 Stories of How Companies Prosper by Combining Sound Management and Social Vision.
ISBN	ISBN-0-8144-0319-0
PUB DATE	1996-00-00
NOTE	372p.; For the Business Enterprise Trust.
AVAILABLE FROM	AMACOM, Division of American Management Association, 1601 Broadway, New York, NY 10019.
PUB TYPE	Books (010)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Adults; Business Administration; *Business Responsibility; Demonstration Programs; *Employer Employee Relationship; Employment Patterns; *Employment Practices; *Organizational Development; Organizational Effectiveness; *Quality of Working Life; *Success

ABSTRACT

This collection of real-life stories profiles chief executive officers, managers, and employees who view social challenges as opportunities to create new markets, build motivated work forces, and attract loyal customers. The companies profiled have been honored by The Business Enterprise Trust, founded by Norman Lear. The following profiles are included: Vermont National Bank's Socially Responsible Banking Fund; Gun Denhart and Hanna Anderson; Prudential Insurance's Living Needs Benefits; Mario J. Antoci and American Savings Bank; Finast Supermarkets; Hubka and Rachel's Bus Company; Lou Krouse and the National Payments Network; Equal Opportunity at Inland Steel; Julia Stasch of Stein & Company; Barbara B. Roberts and FPG International; DAKA International; Jack Stack and the Springfield ReManufacturing Corporation; Rick Surpin and Cooperative Home Care Associates; Hal Rosenbluth and Rosenbluth International; Howard Schultz and the Starbucks Coffee Company; The Work/Life Programs of Fel-Pro, Incorporated; Judy Wicks and the White Dog Cafe; Gail Mayville of Ben & Jerry's Homemade; GE Plastics' "Share to Gain" Program; Merck & Co.; J. Irwin Miller; James W. Rouse; Frank Stanton; the Haas Family of Levi Strauss & Co.; and the Xerox Corporation. (KC)

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